

ORDER



Orders	Order / Rev:	67579
	Alt Order #:	9850073 /Brad
	Product Desc:	BOB CASEY FOR SENATE
	Estimate:	
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/24/12
	Order Type:	GENERAL

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut Street
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Casey/D/Senate
	Demographic:	A35+
	Product Codes:	State Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	51	\$21,975.00	\$18,678.75
10/29/12	10/29/12	15	\$6,120.00	\$5,202.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$21,975.00	\$18,678.75	0.00
November 2012	15	\$6,120.00	\$5,202.00	0.00
Totals	66	\$28,095.00	\$23,880.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	17%	\$28,095.00
Market	100%	\$165,264.71

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	1%	\$1,652.65
WGAL	46%	\$76,021.76
WHTM	27%	\$44,621.47
WLYH	0%	\$0.00
WPMT	9%	\$14,873.82

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- WTF--	:30	4	\$175.00	P-3	0.00	NM	13	\$6,850.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	WHP	10/24/12-10/29/12	M-F 11a-12p	See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p	M- WThF----	:30	(\$175.00)	0.00	NM					
2	WHP	10/24/12-10/29/12	M-F 11a-12p	See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p	M- WThF----	:30	(\$175.00)	0.00	NM					
3	WHP	10/24/12-10/29/12	M-F 11a-12p	See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p	M- WThF----	:30	(\$175.00)	0.00	NM					
4	WHP	10/24/12-10/29/12	M-F 11a-12p	See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p	M- WThF----	:30	(\$175.00)	0.00	NM					

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N 1	WHP	10/24/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	4	\$175.00	P-3	0.00	NM	13	\$6,850.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
5	WHP	10/24/12-10/29/12	Mon Reg 1		8:00 PM-8:30 PM	8:00 PM-8:30 PM	-----	:30		\$1,300.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
6	WHP	10/24/12-10/29/12	NFL RS Game Early		1p-4p		-----SaSu	:30		\$1,300.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
7	WHP	10/24/12-10/29/12	Fri Reg 2		9p-10p		-----F----	:30		\$900.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
8	WHP	10/24/12-10/29/12	Mon Reg 1		8:30 PM-9:00 PM	8:30 PM-9:00 PM	-----	:30		\$1,300.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
9	WHP	10/24/12-10/29/12	NFL RS Pre Game		12p-1p		---Th-SaSu	:30		\$300.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
10	WHP	10/24/12-10/29/12	SEC Day Game		Various		-----Sa--	:30		\$200.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
11	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M-WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
12	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M-WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
13	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M-WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
14	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M-WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
15	WHP	10/24/12-10/29/12	M-F 5a-6a News		5a-6a		M-WThF---	:30		\$30.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
16	WHP	10/24/12-10/29/12	Late Late Show		1235a-135a		M-WThF---	:30		\$20.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
17	WHP	10/24/12-10/29/12	SEC Day Game		Various		-----Sa--	:30		\$200.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
N 2	WHP	10/24/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/24/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		Start Date	End Date	Weekdays		Spots/Week	Rate								
		Week: 10/23/12	10/29/12	M-WTF--		5	\$110.00	0.00							
N 4	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 5	WHP	10/24/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 6	WHP	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
N 7	WHP	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 8	WHP	10/23/12	10/29/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 9	WHP	10/23/12	10/29/12		CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00

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WHP-TV CBS21

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				Sun Reg 1 Sun 7p-8p											
N10	WHP	10/23/12	10/29/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	-----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
N11	WHP	10/23/12	10/29/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	-----F--	:30	1	\$1,000.00	P-3	0.00	NM	5	\$1,000.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WHP	10/23/12-10/29/12	Fri Reg 3 See MG 11.2,11.3,11.4,11.5,11.6 [No Avail]		10p-11p		-----F---	:30(\$1,000.00)							
2	WHP	10/23/12-10/29/12	Sat Reg 2 Ⓜ MG for 11.1 10/26 [MG within Flight]		9p-10p		-----Sa--	:30		\$350.00	0.00	NM			
3	WHP	10/23/12-10/29/12	Sat Reg 3 Ⓜ MG for 11.1 10/26 [MG within Flight]		10p-11p		-----Sa--	:30		\$375.00	0.00	NM			
4	WHP	10/23/12-10/29/12	SEC Day Game Ⓜ MG for 11.1 10/26 [MG within Flight]		Various		-----Sa--	:30		\$200.00	0.00	NM			
5	WHP	10/23/12-10/29/12	Su 1130p-1230a Ⓜ MG for 11.1 10/26 [MG within Flight]		1130p-1230a		-----Su	:30		\$35.00	0.00	NM			
6	WHP	10/25/12-10/29/12	CBS This Morning Ⓜ MG for 11.1 10/26 [MG within Flight]		7a-9a		M- ThF----	:30		\$40.00	0.00	NM			
N12	WHP	10/23/12	10/29/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WHP	10/23/12-10/29/12	Thu Reg 2 See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17 [Preempted by NSM]		9p-10p		---Th----	:30(\$1,400.00)							
N13	WHP	10/23/12	10/29/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	- T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N14	WHP	10/23/12	10/29/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T--	:30	1	\$1,700.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WHP	10/23/12-10/29/12	Thu Reg 1 See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17 [Preempted by NSM]		8p-9p		---Th----	:30(\$1,700.00)							
N15	WHP	10/23/12	10/29/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N16	WHP	10/23/12	10/29/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N17	WHP	10/23/12	10/29/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WHP	10/23/12-10/29/12	Mon Reg 3 See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17 [Preempted by NSM]		10p-11p		M-----	:30(\$1,300.00)							
N18	WHP	10/23/12	10/29/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
N19	WHP	10/23/12	10/29/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N20	WHP	10/23/12	10/29/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N21	WHP	10/23/12	10/29/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00

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N21	WHP	10/23/12	10/29/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	10/23/12-10/29/12	Sun Reg 2			8p-9p	-----Su	:30	(\$1,800.00)	0.00			NM		
See MG 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17 [Preempted by NSM]															
N22	WHP	10/23/12	10/29/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N23	WHP	10/23/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N24	WHP	10/23/12	10/29/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N25	WHP	10/23/12	10/29/12	Sa Prime Access Rotato CM Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
N26	WHP	10/25/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5a-6a	M- TF--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
N27	WHP	10/25/12	10/29/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	M- TF--	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
													Totals	66	\$28,095.00